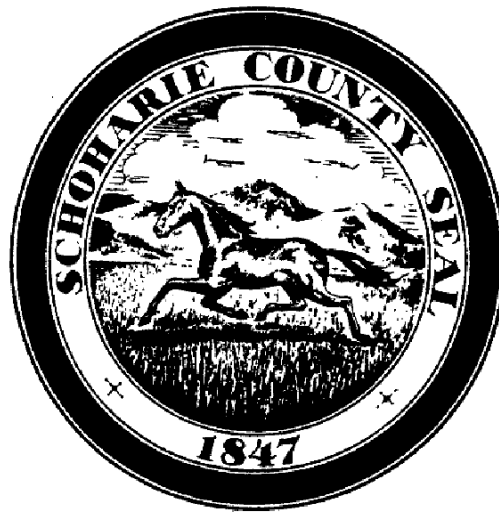


REQUEST FOR PROPOSAL
FOR
WEBSITE DESIGN, DEVELOPMENT AND IMPLEMENTATION
OF
SCHOHARIE COUNTY PLANNING AND DEVELOPMENT'S
WEBSITE



RFP Circulation Date: February 25, 2011

Proposal Submission Deadline: March 25, 2011

Table of Contents

1. Summary
2. Background of Organization
3. Purpose, Descriptions and Objectives
4. Response Format and Organization
5. Mandatory Responses
6. Timeline
7. General Requirements
8. Budget
9. Evaluation Process

1. SUMMARY

The Schoharie County Planning and Development Agency herein, SCPDA is accepting proposals to design, develop and implement the county's promotion website. The purpose of this RFP is to provide a basis for fair evaluation for interested candidates, as well as supply candidates with the criteria on which they will be evaluated. The current websites, www.upstatevacations.com, <http://www.co.schoharie.ny.us/> and www.growscny.com are managed by a department of Schoharie County, as well as in-house resources.

2. BACKGROUND OF ORGANIZATION

The SCPDA is a department of Schoharie County government. Planning members are accountable for aiding the general public with draft land use regulations, including subdivision, zoning and site plans. Additionally, they assist with Hazard Mitigation and mapping. Recently, the department was tasked with the responsibility of overseeing tourism and promotion efforts for Schoharie County as well as the economic development program for the county. The main objectives of the tourism and promotion program include, but are not limited to, instating an Occupancy Tax for lodging establishments located within Schoharie County, utilizing Occupancy Tax Revenue for further promotion of the area in an effort to increase the number of visitors staying the night within Schoharie County; this includes print advertising, web advertising, and general media outreach. The economic development program encourages and helps support job and business opportunities within the county. Assisting in beginning processes of many new endeavors, the economic development team is on hand to aid financially by educating entrepreneurs of available funding through grants and loans.

Contact Information:

Alicia A. Terry, Director
Schoharie County Planning and Development Agency
276 Main Street
PO Box 396
Schoharie, NY 12157
T: 518-295-8792
F: 518-295-8788
Email: aliciaterry@co.schoharie.ny.us

Any inquiries or questions regarding this RFP should be submitted to Mrs. Terry in writing.

3. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

While the SCPD maintains a web presence through a variety of active, yet outdated sites, the opportunity exists to create a number of overall benefits by incorporating all three

sites to provide an enhanced experience with a centralized vision. Utilizing modern technologies to re-engineer and develop a more user friendly site will better reflect the mission of the department, as well as create an easily attainable and visually appealing link between outside users, inside resources and available information. Upon completion of the development of the site, SCPDA will assume responsibility for the site's content maintenance and administration. All content, coding and graphics will become sole property of Schoharie County and more specifically, the SCPDA.

Description

Create a flexible, informative web site that is easy to maintain. Must develop a friendly site that can deliver large amounts of frequently updated information to site users. The newly developed site should be interactive with users and require minimal effort on behalf of the SCPDA staff to maintain.

To be effective, our web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Quick to load and operate
- Safe and secure

Objective

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Specific Strategies

- Integrate individual site components into a cohesive and organized blend of text and graphics
- Present comprehensive information and resources in an easy to use format
- Increase awareness to the agency's services and promote area specific activities
- Deliver a consistent message with the existing advertising campaigns

Redesign the existing site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization. Reinforce the SCPDA brand while providing the ability to allow users to take action.

4. RESPONSE FORMAT AND ORGANIZATION

Please use the following as a guideline to format your proposal.

Title Page

Schoharie County Planning and Development Agency, Web Design, Development and Implementation Proposal, your company name, address, web site address, telephone number, fax number, email address and primary contact person.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company.

Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 6.

Qualifications

Provide the information requested in Section 5.

Budget and Fees

List budgets as requested for each phase. Identify staff you anticipate working the projects and their hourly rates for work that may be needed for Phase I and Phase II.

Appendix

All documentation supporting the project scope including references, work examples, etc., is to be included in an appendix to the proposal. This includes subcontractor reference materials if applicable.

Additionally, respondents shall submit only one proposal. Respondents shall deliver five (5) identical copies (one original and four (4) copies of their proposal to the specified location on or before the closing date/time for receipt of proposals. All proposals must be 12 pt Times Roman font on standard 8 ½ x 11 paper (larger paper is permissible for charts, spreadsheets, etc.). All requirements in the RFP must be thoroughly completed and included in the appropriate section of the proposal. All discussion of proposed costs, rates or expenses must appear in the Budget and Fees Section.

Any proposal that does not adhere to these requirements may be deemed non-responsive and rejected on that basis.

**ALL PROPOSALS MUST BE RECEIVED FOR REVIEW AND EVALUATION
BY SCHOHARIE COUNTY PLANNING AND DEVELOPMENT NO LATER
THAN 5:00 PM, EST, ON MARCH 25, 2011.**

Proposals received after this deadline will not be accepted and will be returned unopened.

5. MANDATORY RESPONSES**Agency Experience and Qualifications**

Company Profile: Respondents must submit a review of relevant similar destination tourism advertising and promotion experience. The review must thoroughly describe how the agency has supplied expertise for similar contracts and work related to tourism advertising and promotion. Respondents should include in their proposals documentation describing the extent of their experience and expertise as an advertising, promotion and public relations organization.

Agency Capabilities and Capacity

Respondents should include a sample list of current clients and projects by name, the nature of each assignment, plus client contract information. This section should also include a brief description of each person assigned to the project, including their relevant experience and what tasks they perform. Respondents must show their experience and ability to work with a diverse group of tourism professionals (cooperative partners/attractions) and government officials.

Knowledge of Tourism-Related issues and Local Conditions

Respondents are requested to identify any prior or current work related to the promotion of Schoharie County and/or Central New York Region, if any.

Demonstrated Client Results

Please supply examples of three similar projects, the results of those projects and the contact information for each client. These projects may also serve the references for the respondent's work. Any supporting documentation should be included in the Appendix.

Proposed Web Re-Design, Development and Implementation

Respondents will submit a media/marketing plan, outlining its proposal to invest the Schoharie County Planning and Development Agency's projected budget of \$15,000.00.

6. TIMELINE

- Respondents may also request a copy of this RFP be sent via email by contacting Alicia Terry at aliciaterry@co.schoharie.ny.us.
- Proposals are due no later than 5:00 pm EST March 25, 2011
- Proposals will be evaluated immediately following their submission. During this time, the SCPDA may request an interview at our office with an evaluation team. You will be notified of this request.
- The name of the candidate firm who has been selected will be decided on or about April 15, 2011.
- All other candidates should expect to receive notification on or about April 20, 2011.
- Web site deliverable date to be determined.

7. GENERAL REQUIREMENTS**Procurement**

This procurement will be conducted in accordance with Schoharie County regulations.

Preparation of Costs

The cost of preparation of a proposal is the obligation of the respondent. Schoharie County will not be liable for any costs incurred by the respondent in preparing, submitting or presenting a proposal.

Responsibility

Any contract that may result from this RFP shall specify that the prime contractor (respondent) is solely responsible for fulfillment of the contract with SCPDA. SCPDA will make contract payments only to the prime contractor (respondent).

Use of Subcontractors

Use of subcontractors must be clearly explained in the proposal, and all subcontractors must be identified by name/physical location with all required references included in the proposal. The prime contractor (respondent) shall be wholly responsible for the entire performance, whether or not contractors are used.

Proposal Withdrawal

Respondents will be allowed to withdraw their proposals in writing at any time prior to the deadline for Receipt of Proposals.

Price Lock-In Date

Responses to this RFP, including proposal prices, will be considered firm for ninety (90) days after the due date for proposal submission Receipt of Proposals, or sixty (60) days after the receipt of a best and final offer, if one is submitted.

Confidentiality

The proposals will be confidential until a Contract is awarded. At that time, all proposals and documents pertaining to the proposals will be open to the public, except for material that is stamped/imprinted "proprietary" or "confidential".

RFP Termination

Schoharie County and the SCPDA reserve the right to withdraw or cancel this RFP at any time without prior notice. Any and all proposals may be rejected in whole or in part at the sole discretion of the County and the SCPDA.

Insufficient Funding

Any contract awarded as a result of this RFP process may be terminated if sufficient appropriations or authorizations do not exist. Termination will be sent by written notice to the contractor. All incurred costs up to the date of termination will be the responsibility of Schoharie County. SCPDA's decision as to whether sufficient appropriations and authorizations are available will be accepted by the contractor as final.

Legal Review

SCPDA requires that all respondents agree to be bound by the General Requirements contained in the RFP. Any concerns must be promptly brought to the attention of the SCPDA's Director.

Governing Law

The laws of the State of New York shall govern this procurement and any agreement with a contractor that may result.

Contract Terms and Conditions

The contract between SCPDA and a contractor will follow the format specified by the County and contain the terms and conditions set forth in this section. However, the County reserves the right to negotiate with a successful contractor provisions in addition to those contained in this RFP. The contents of this RFP, as revised and/or supplemented, and the successful proposal will be incorporated into and become part of the contract.

Qualifications

SCPDA may make such investigations as necessary to determine the ability of the respondent to adhere to the requirements specified within this RFP. SCPDA will reject the proposal of any respondent who is deemed not able to complete the activities as set forth in the RFP.

Representatives

SCPDA reserves the right to request a change in the respondent's representatives if the assigned representatives are not, in the opinion of the SCPDA, meeting its needs adequately.

Right to Publish

Throughout the duration of the RFP process and contract term, potential and actual contractors (Agencies and or Subcontractors) must secure from SCPDA written approval prior to the release of any information that pertains to the potential work or activities covered by this or any subsequent contract. Failure to adhere to this requirement may result in disqualification of the respondent's proposal or termination of the contract.

Non-Collusion Clause

By submitting their proposals, respondents certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other respondent, supplier, manufacturer or subcontractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

8. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

List pricing for:

Phase I: Discovery, Requirements, Planning and Site Definition

Phase II: Site Development, Testing and Deployment

SCPDA has allocated \$15,000 for this project (Phase I and II).

9. EVALUATION PROCESS

The evaluation process will follow the steps listed below:

- All proposals will be reviewed for compliance with the mandatory responses stated within the RFP. Proposals deemed non-responsive will be eliminated from further consideration.
- The Agency Director may contact the respondent for clarification of the response as needed.
- The Evaluation Committee will be comprised of representatives from the Schoharie County Planning and Development Agency. The committee may use other sources of information to perform the evaluation as needed.
- Interviews with respondents may take place, at a cost to the respondent, not the County.